

## AMENDMENT TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

1. (Currently Amended) A method for creating a custom designed direct mail advertisement and designating recipients thereof via the Internet, said method comprising:

accepting information for logging a user on to a web site via the Internet;

using the information to identify security rights for the user;

selecting from among one or more pre-defined designs a design for the front side of a direct mail advertisement;

selecting a design for the back side of a direct mail advertisement;

specifying the text that appears on the back side of a direct mail advertisement;

specifying one or more criteria that define the intended recipient class for the direct mail advertisement;

compiling a the list of recipients for the direct mail advertisement corresponding to the specified criteria;

filtering the list of recipients for the direct mail advertisement as a function of the security rights for the user; and

electronically transmitting data files comprising the design of the front and back sides of the direct mail advertisement and the filtered list of recipients toward printing pre-addressed individual copies of the custom designed direct mail advertisement for subsequent mailing to the intended recipients thereof.

2. (Original) The invention according to claim 1 wherein the step of selecting a design for the back side of a direct mail advertisement comprises the step of selecting from among one or more predefined templates.
3. (Original) The invention according to claim 1 wherein the step of selecting a design for the back side of a direct mail advertisement comprises the step of selecting from among one or more templates uploaded by the user.
4. (Currently Amended) The invention according to claim 3 4 wherein the invention further includes the step of saving a ~~the~~ completed template appearing on the back side of the direct mail advertisement for later recall.
5. (Original) The invention according to claim 1 wherein the step of selecting a design for the back side of a direct mail advertisement comprises the step of selecting from among one or more previously saved templates.
6. (Original) The invention according to claim 1 wherein the step of specifying the text that appears on the back side of a direct mail advertisement includes the step of uploading user supplied artwork and logos for inclusion on the back side of the direct mail advertisement.
7. (Canceled)
8. (Currently Amended) The invention according to claim 1 wherein the step of logging onto a web site via the internet further includes the step of identifying a ~~the~~ URL used by the user.
9. (Original) The invention according to claim 8 wherein the invention further includes the step

of providing to the user a web site having a visual appearance which is determined by which URL the user used to log onto the web site.

10. (Original) The invention according to claim 8 wherein the invention further includes the step of providing to the user a web site having content which is determined by which URL the user used to log onto the web site.

11. (Original) The invention according to claim 8 wherein the invention further includes the step of providing to the user a web site having user selectable options which are determined by which URL the user used to log onto the web site.

12. (New) The invention according to claim 1 wherein the step of specifying the one or more criteria comprises specifying a geographic factor in accordance with a map displayed via the web site.

13. (New) The invention according to claim 12 wherein the step of specifying the geographic factor comprises specifying one or more blocks of addresses in accordance with the map displayed via the web site.

14. (New) The invention according to claim 13 wherein the step of specifying the one or more blocks of addresses comprises selecting one or more quadrants set forth in the map displayed via the web site.

15. (New) The invention according to claim 13 wherein the step of specifying the one or more blocks of address comprises requiring specification of a minimum number of total addresses.

16. (New) The invention according to claim 13 wherein the step of filtering the list of recipients for the direct mail advertisement comprises excluding one or more addresses from the one or more block of addresses as a function of the security rights for the user.